2/22/95

CARTON W/ T-SHIRT

FEBRUARY

* Y13978 - approx 16,000 Fushia shirts need to be redessed to V-neck Catalog I 5G - Also incl Printing costs

EXP	INCENTIVE	QTY	PO#	POS #	UNIT COST	REDEMP.	TOTAL
	CARTON						
	T-SHIRT-WHITE (SILK SCREEN Y14030)	51,667	Y13977	74318	$2.52	100%	$130,201
	T-SHIRT-YELLOW	51,667	Y13978	74320	$3.20	100%	$165,334
	T-SHIRT-FUSHIA	51,667	Y13978	74319	$3.25	100%	$167,918
	PACKAGING (FOLDING CHARGE)	157,737	Y14030		$0.10	100%	$14,985
	PACKAGING	155,000	Y14045	72126	$0.22	100%	$33,767
	20-DEAL CARTON DISPLAY	7,750	N84243	72125	$5.50	100%	$42,625
	POSTER	7,750	N84243	72127	$0.39	100%	$3,023
	DANGLER	7,750	N84243	72128	$0.52	100%	$4,030
	SELL CARDS	19,861	N84243		$0.18	100%	$3,575
	PRE BOOK	19,861	N84243		$0.11	100%	$2,205
	SMART KITS	7,750	Y13996		$3.90	100%	$30,225
	CATALOGS	155,000	Y14072		$0.04	100%	$6,293
	LESS PAYMENTS EXPENSED IN 1994:						
	N84243	$4,227					
	Y14030	$63,001					
	Y14072	$6,293					
	PAYMENTS						
	DISTRIBUTOR $12/12M CASE	2,584			$12.00	20%	$6,202
	ARTWORK						
	FILM, SEPS, DIES, RUBBER PLATES		N84243				$12,825
	AGENCY						$50,000
	MISC.						$5,000
	TOTAL PROGRAM COSTS WITHOUT CONTINUITY						$678,206
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	FAVORABLE/(UNFAVORABLE)						($1,861)
	TOTAL BUDGET						**$676,345**
	CONTINUITY (LIGHTER, WATCH, BAG)	**ASSUMES 20% OF RETAIL**					$30,140
	TOTAL UNITS MOVED WITHOUT CONTINUITY						31,000,000
	TOTAL UNITS MOVED WITH CONTINUITY						5,826,841
	TOTAL UNITS MOVED IN PROGRAM						36,826,841
	CPM WITHOUT CONTINUITY						$21.88
	CPM WITH CONTINUITY						$19.23

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Source: https://www.industrydocuments.ucsf.edu/docs/gxmm0004